



DEPARTMENT OF THE NAVY

COMMANDING OFFICER
NAVAL AIR STATION
700 AVENGER AVENUE
LEMOORE, CALIFORNIA 93248-5001

IN REPLY REFER TO:

NASLEMINST 5340.1H
011

28 NOV 1994

NAS LEMOORE INSTRUCTION 5340.1H

From: Commanding Officer, Naval Air Station, Lemoore

Subj: REGULATIONS GOVERNING COMMERCIAL ENTERPRISES ABOARD NAVAL
AIR STATION (NAS) LEMOORE

Ref: (a) SECNAVINST 1740.2D
(b) SECNAVINST 5370.2J
(c) DODINST 5500.7R
(d) NASLEMINST 5512.1L

Encl: (1) General Commercial Solicitation Regulations for NAS
Lemoore
(2) Additional Instructions for Vendors of Consumer Goods
and Services

1. Purpose. To prescribe uniform policy with respect to commercial enterprises operating aboard the Naval Air Station for the purpose of transacting personal business with members of the naval establishment or their dependents; to prescribe regulations governing such transactions; to ensure conformance of Station policy with references (a) through (d).

2. Cancellation. NASLEMINST 5340.1G

3. Policy. No person has the authority to engage in commercial transactions on board Naval Air Station Lemoore as a matter of right.

a. The Commanding Officer may limit commercial solicitations on board Naval Air Station Lemoore, as necessary, based on space and operational security, or other considerations. All commercial solicitations are subject to the policy and procedures contained in this instruction and in reference (a).

b. Members of military families living in Family Housing may conduct limited home enterprises such as handicrafts and tailoring, subject to the policy and procedures contained in this instruction and in reference (a).

c. Neither the Commanding Officer, nor any Department of the Navy (DON) personnel may endorse or appear to endorse any solicitor.

28 NOV 1994

d. Private business being conducted on board Naval Air Station Lemoore shall not compete with goods or services already satisfactorily offered through the Navy Resale System or Morale, Welfare and Recreation (MWR.)

4. Responsibility

a. The morale and welfare of Naval Air Station Lemoore military personnel and their dependents is the responsibility of the Commanding Officer. Applications to represent commercial enterprises aboard the Naval Air Station will be carefully screened to guarantee that the agents thereof are duly licensed under all applicable laws, that standards of fairness are strictly adhered to, that purchasers receive goods and services commensurate with charges, and that interest rates, carrying charges of fees, etc., are fully disclosed, explained, and within legal limits.

b. Commanding officers, officers in charge, department heads, division officers, and concerned individuals shall report any abuses of commercial privileges in writing to the NAS Commanding Officer.

c. The scope of responsibility extends to the military individual, as discussed in references (b) and (c). DON personnel shall not knowingly solicit sales to DON personnel who are junior in rank, grade, or position or their family members, at any time, on or off duty. Sales made because the junior approaches the senior and requests the sale to be made are not prohibited, as long as there is no appearance of coercion or intimidation, however subtle. One time sales of personal property or real estate are also not prohibited.

5. Action

a. All requests for on Station solicitation authorization shall be addressed to the Station Judge Advocate. The Judge Advocate shall thoroughly investigate each firm and its agents using all available resources, such as better business bureaus, chambers of commerce, and any military office which may have pertinent facts and provide recommendation to the Commanding Officer. In addition to the general regulations set out in references (a) and (b) for commercial solicitors, enclosures (1) and (2) set out specific regulations which are to be followed on board Naval Air Station Lemoore.

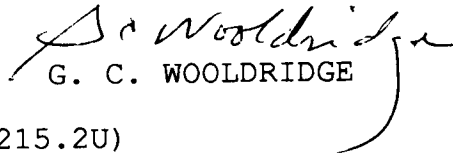
NASLEMINST 5340.1H

28 NOV 1994

b. All requests to conduct Private Home Enterprises on board Naval Air Station Lemoore should be addressed to the Station Judge Advocate. The Judge Advocate shall determine if the request complies with reference (a), paragraph 13, and provide a recommendation to the Commanding Officer.

c. All requests for permits to sell commercial consumer goods or services on board Naval Air Station Lemoore shall be addressed to the Navy Exchange and/or Commissary Officer, as well as the Security Officer. The Navy Exchange and/or Commissary Officer shall ensure that commercial vendors receive and acknowledge receipt of a copy of this instruction and its enclosures.

6. Forms. NAS Lemoore (GEN) 5512/5 (5/88), Station ID Application may be obtained from Naval Air Station Lemoore Security Detachment.


G. C. WOOLDRIDGE

Distribution: (NASLEMINST 5215.2U)
Lists B & E

28 NOV 1994

GENERAL COMMERCIAL SOLICITATION REGULATIONS FOR NAS LEMOORE

1. General. No person has authority to enter upon this installation and transact personal commercial solicitation as a matter of right. Such business may be restricted in any or all areas of the Naval Air Station when classified operations are being conducted or for any security reason deemed to be in the best interest of security.

2. Personal Solicitation. Solicitation and transactions of commercial business is a privilege which will be permitted only under the following circumstances:

a. The solicitor must be duly licensed under applicable federal, state, or municipal laws and must comply with all installation regulations regarding registration and pass control procedures.

b. Conduct of personal business with military personnel shall be on an individual basis by prearranged appointment only. The solicitor will conduct his business only when a specific appointment has been made with the individual concerned, and only at one of the times and places set forth in paragraph 3 below. Solicitation for the sale of goods and services not requested by a prospective purchaser is forbidden in all areas of the Naval Air Station.

3. Time and Places of Appointments. Spaces and times for personal solicitation by appointment will be as follows:

PLACE	BUILDING	TIME	DAY
Family Quarters	Pursuant to Appointment	Pursuant to Appointment	Pursuant to Appointment
Station Library	821	1130-2000 0830-1730	Tuesday-Thursday Friday-Saturday

4. Prohibitions. The following solicitation practices are prohibited:

a. Solicitation of recruits, trainees, "mass" or "captive" audiences, and transient personnel.

Encl (1)

28 NOV 1994

b. Solicitation in areas utilized for processing or housing transient personnel; solicitation in Bachelor Enlisted Quarters (BEQ's) or Bachelor Officer Quarters (BOQ's); or the making of appointments with, or soliciting, any military person in an "on-duty" status.

c. The use of official identification cards by retired or reserve members of the armed forces or their dependents to gain access to military installations for the purpose of soliciting.

d. Procuring, or attempting to procure, or supplying roster listings of phone/address listings of Department of Defense personnel for solicitation purposes.

e. The offering of unfair, improper, and deceptive inducements to purchase or deal.

f. Practices involving rebates to facilitate transactions or to eliminate competition.

g. The use of any manipulative, deceptive or fraudulent device, scheme or artifice, including misleading advertising and sales literature.

h. Any oral or written representations which suggest or give rise to the appearance that the Department of Defense or this Air Station sponsors or endorses the company, its agents, or the goods, services, and commodities it sells.

i. Solicitation by military personnel on active duty representing any commercial company for the solicitation of life insurance, mutual funds, or other investment plans, commodities, and services with or without compensation. This prohibition is not to be construed as forbidding business pursuits conducted off the Naval Air Station by military personnel.

5. Denial and Revocation of On Station Solicitation. Grounds for taking this action shall include, but not be limited to, the following:

a. Failure to meet the licensing and other regulator requirements prescribed.

b. Commission of any of the solicitation practices prohibited by paragraph 4.

28 NOV 1994

ADDITIONAL INSTRUCTIONS FOR
VENDORS OF CONSUMER GOODS AND SERVICES

1. Only such goods and services as are not available through the Navy Resale System shall be the subject of on Station business transactions privileges. The determination of availability shall be made by the Commanding Officer, with the advice of the Navy Exchange Officer and such other personnel as are appropriate.

2. Certain vendors of goods or services may be permitted to conduct business in the family housing area, provided that:

a. Pick-up and/or delivery of items is an integral part of the business (e.g., laundry/dry cleaning, water, bakery, or dairy.)

b. No door-to-door solicitation is permitted. Authority to conduct business in the family housing area requires approval of a Station Permit Application (NASL (GEN) 5512/5) (5/88) by the Navy Exchange Officer and/or Commissary Officer, as well as the Security Officer. Business may be conducted in the family housing area only between the hours of 0900 and 1800.

3. Authority to conduct a certain type of business aboard NAS Lemoore shall not be considered an exclusive license. Persons desiring to sell the same, or similar product or service, shall be granted permission to do so, assuming all pertinent requirements are met.

4. No person shall enter NAS Lemoore for the purpose of conducting any immoral or illegal business.

5. Vendors authorized to conduct business aboard NAS Lemoore must be issued identification cards and passes through the Security Detachment.

6. Each authorized vendor shall ensure compliance with all provisions of reference (a) and with the provisions of the Truth in Lending Act, 15 USC 1601, and Regulation Z of the Federal Trade Commission.